

CLAIMS:

1. A method of distributing a multimedia object (212) in which a client device (101) downloads the multimedia object (212) from a distributing server (201), whereby the client device (101) is connected to a peer-to-peer file sharing network (100) and redistributes the multimedia object (212) over the peer-to-peer file sharing network (100), for which
5 redistributing the operator of the client device (101) is given a reward.
2. The method of claim 1, further comprising keeping track of the number of times that the client device (101) redistributes the multimedia object (212) over the peer-to-peer file sharing network (100), and rewarding the operator of the client device (101) in
10 dependence on said number of times.
3. The method of claim 1, in which the reward constitutes at least one of a discount on a price normally paid for downloading a multimedia object from the distributing server (201), a number of points for use in a bonus system, an electronic coupon, a
15 permission to download one or more further multimedia objects from the distributing server (201), metadata related to the multimedia object (212), and a ticket for an appearance of the performer(s) of the multimedia object (212).
4. The method of claim 1, further comprising obtaining an identifier for the
20 operator of the client device (101) before distributing the multimedia object (212) and embedding the identifier in the multimedia object (212) by means of a watermark before the client device (101) downloads the multimedia object (212).
5. A method of enabling distribution of a multimedia object (212), comprising
25 receiving a request for the multimedia object (212) from a client device (101), forwarding the request to a file sharing network (100), receiving an indication from a node (102) in the file sharing network (100) indicating that the node (102) is able to distribute the multimedia object (212) to the client device (101), and rewarding an operator of the node (102) for said distributing.

6. The method of claim 5, further comprising authorizing the request before forwarding the request to the file sharing network (100).

7. The method of claim 6, in which authorizing comprises obtaining payment from an operator of the client device (101).

8. The method of claim 5, in which the request is forwarded by obtaining a fingerprint for the multimedia object (212) and submitting a query comprising the fingerprint to a node in the file sharing network (100).

9. A system (200) for enabling distribution of a multimedia object (212), comprising a distributing server (201) arranged for receiving a request for the multimedia object (212) from a client device (101) and for forwarding the request to a file sharing network (100), and an accounting server (110, 230) for receiving an indication from a node (102) in the file sharing network (100) indicating that the node (102) is able to distribute the multimedia object (212) to the client device (101), and rewarding an operator of the node (102) for said distributing.

10. A client device (101) for use in the system (200) of claim 9, comprising a tracking module (404) arranged for keeping track of the number of times that the client device (101) redistributes the particular multimedia object (212) over the peer-to-peer file sharing network (100), and for transmitting said number of times to an accounting server (110, 230).